



**Vision, Values & Purposes**

**Vision**

Ceja Corporation will:

- Accumulate and manage wealth for our stakeholders by pooling expertise, effort and financial resources.
- Maintain a diversity of oil and gas production and exploration projects both in subject and in time of completion. (CWO '79)

**Values**

Ceja Corporation will:

- Act with integrity, the highest ethical standards, trust and conscience.
- Create and maintain a reputation of excellence, permanence and stability.
- Support the well-being of its shareholders, employees and family members.
- Foster an atmosphere of respect, loyalty, fairness, vigor and self-worth. Encourage competitive initiative and self-direction.
- Be an active good citizen in the communities in which we live and work by encouraging employees and clients to support these communities with their leadership and efforts.
- Act on opportunities that match Ceja's expertise and resources while managing the risks inherent in the petroleum industry.

**Purposes**

Ceja Corporation will:

- Manage the petroleum investments of clients.
- Manage risk inherent to Oil and Gas investing and attempt to provide stable cash flow to stakeholders and operations.
- Consolidate expenses for itself and its clients in those areas where economies of scale or combined "strength in numbers" equate to efficiency and reduced cost.
- Allocate and prorate the expense of operations and services in a fair and transparent manner to itself and its investor clients.
- Catalogue and preserve the institutional and individual knowledge, including the data base acquired through its efforts, as a resource for the future.

Effective March 26, 2010  
Approved by:

Greg Oliphant  
Don Carpenter  
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Ron Snyder  
Paul Rose

**Mission Statement**

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Ceja Corporation's mission is to find and extract hydrocarbons in projects and regions in North America that permit "accomplishment superior to the competition" (CWO '79). We accomplish this by applying proven and appropriate technology to explore and increase our reserves in both new and existing properties. We accomplish this by assembling a team of highly trained and motivated petroleum industry professionals supported by an effective and efficient organization.

**Strategic Excellence Positions**

**1. Geo-Science Technology and Exploration**

Ceja is known as a premier exploration resource in the regions in which we operate, consistently finding resources below the cost of our peers. We successfully apply science and technology to reduce exploration risk and to create projects with clear economic merit.

**2. Production**

Properties are managed or operated in a manner that maximizes long-term profitability by applying superior techniques in reservoir engineering and enhanced oil recovery.

**Capability Goals**

**3. Land**

Ceja professionally, efficiently and economically acquires all property rights required for Ceja's intended exploration activities, prudently maintain and manage those property rights; and disposes of them on the most favorable terms available when they are no longer desired.

**4. Financial**

Ceja operates as a highly effective and financially stable company and generates higher and more consistent results for our clients than our peers in the industry. Ceja Corporation enhances asset value and manages risk in order to maintain long-term profitability for investors.

**5. Management**

Ceja manages its physical resources strategically in rapidly changing environments and develops leadership capabilities at all levels in the company. Management will foster a competitive entrepreneurial spirit throughout the organization.

**6. Human Resources**

Ceja is regarded as an employer of choice and will be staffed by highly trained and motivated professionals and support staff.

**7. Communication**

Ceja's Board will communicate to its management and stakeholders its mission and purpose. Management will report structural performance and operational objectives accurately and transparently. The departments will communicate with each other. Ceja will bridge communication differences with empathy, and be sensitive to information need differences.